

APHELIUM

Bridging the Gap Between
Investors and Active
Gamers

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Mission Statement

Our mission at Aphelium is to create a balanced economy that can be enjoyed by all, irrespective of their time or financial commitments. We strive to offer an inclusive environment where investors and time-rich individuals feel equally valued and successful. Our game is flexible, it can be played for as little as 2 minutes or several hours a day, catering to a wide variety of player lifestyles. Whether you prefer to grind or play passively, Aphelium offers you a space to be part of a thriving community and earn rewards along the way.



About Aphelium

Aphelium is a play-to-earn game that operates on Discord and uses blockchain technology to provide an immersive and engaging experience for our players.

At its core, Aphelium is more than just a game; it's a community of individuals brought together by their passion for gaming, investing, and the potential of blockchain technology.

Product Description



Our game has unique features that appeal to a wide audience. It incorporates RNG mechanisms for thrilling unpredictability, offers customizable spaceships, utilizes social mining to reward players for their community engagement, and integrates NFTs for valuable in-game assets. The game also employs unique gameplay dynamics on Discord, a platform used by millions around the globe.

Unique Value Proposition



Our unique proposition lies in the balanced economic model we have built, which caters to both time-rich and financially stable individuals. We ensure that all members of our community, regardless of their financial capabilities or time commitments, can earn rewards and contribute to the growth of Aphelium.

Market Analysis



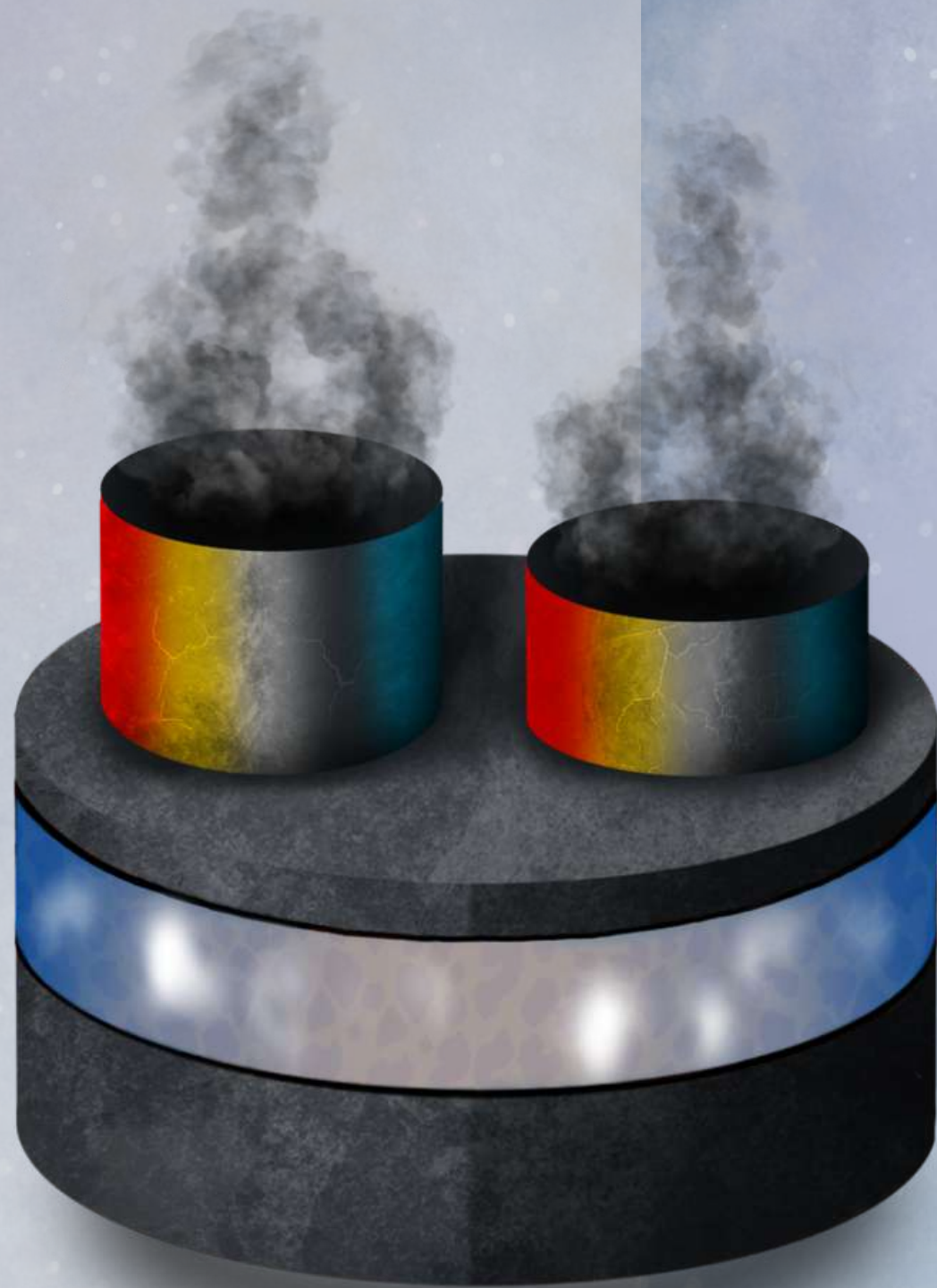
The P2E (Play-to-Earn) market is witnessing substantial growth, significantly driven by the increasing popularity of the blockchain technology and NFT-based games. Major competitors include globally successful games. The market has been diversified based on game types like Competitive, Play Class, Cards, etc., and on the application side, it's divided into Cell Phone and Computer users. A broad geographical distribution of the P2E market can be observed, with substantial activity in North America, Europe, Asia-Pacific, South America, and the Middle East & Africa.

Market Analysis



As a popular communication platform, Discord boasts over 150 million monthly active users, 6.7 million active servers daily, and users spending over 4 billion minutes on Discord daily. There has been a 50% growth in daily active users outside of the US in 2020, underlining its global outreach. On the revenue side, Discord generated an estimated \$130 million in 2020, with its market valuation reaching around \$15 billion in 2021. This is testament to its enormous growth potential. The number of Discord servers expanded from 30,000 at the end of 2016 to over 2.2 million by May 2019, illustrating the platform's exponential growth.

Aphelium's Potential Market



Our game, Aphelium, is aimed at two main target demographics: business professionals and investors aged 35-45 with limited time but ample funds, and younger individuals, mainly students from undeveloped countries aged 18-23, who have more time but fewer financial resources. This dual-pronged approach allows us to maintain a lively community with the time-rich individuals, while the busy professionals provide the necessary financial support. By creating a balanced economy that caters to both, we aim to deliver an engaging and rewarding experience for all.

By leveraging the P2E market's growth trends and Discord's vast user base and gaming community, Aphelium is poised to tap into a burgeoning market, offering an interactive and engaging gaming experience that satisfies both time-rich and finance-rich players.

Our Product: Aphelium



Aphelium isn't just a game; it's an interactive ecosystem that blends cutting-edge blockchain technology with engaging gameplay. We already have an impressive range of game mechanics in place, but what sets Aphelium apart is our ongoing commitment to development and expansion.

Our Product: Aphelium



Existing Mechanics:

Players can already explore vast galactic landscapes, utilize NFT-based lands, earn rewards through quests, participate in special events, and more. Our in-game achievements and reward systems encourage continuous engagement, with everything from skill-based challenges to passive rewards on offer. Astronaut NFTs and a skill tree mechanism further enrich the gameplay and player involvement.

Upcoming Additions:

We're excited about the future developments planned for Aphelium. One significant addition will be combat mechanics, bringing a new level of excitement and strategy to the game. We will introduce spaceships, which will not only be a fascinating addition but also heighten the appeal of owning rarer lands.

Sustainable Economy:

We're building an economy that rewards both time-rich and finance-rich players. The time-rich players, or "grinders," will primarily earn consumable items like food that allow them to play more, while the finance-rich players will focus on claiming rarer lands from the market. As the grinders play on more lands held by investors, they will be subtly marketing the game, creating a win-win situation for all parties involved.

Future Expansion:

In the long term, we aim to make our Discord bot usable in other servers. Given that many Discord servers aim to increase their user engagement, our game could be a fun and engaging addition to these communities. This would not only provide a unique service to these servers but also expand the reach of Aphelium, creating a broader player base and a larger market presence.



Gameplay Mechanics

Aphelium's gameplay mechanics involve a harmonious integration of the Discord platform and our uniquely designed website. The game takes place in a rich, immersive universe where players work on lands, explore unknown territories, engage with aliens, and trade in a dynamic in-game market. Let's delve into the specific aspects:

Working

When players actively work on lands in Aphelium, they expend their energy and earn AP, the in-game currency. However, the immediate reward for working is a relatively small proportion of the resources available on the land. To gather more resources, players can engage in exploration or used the Equinox Market.



Exploration

Exploration, while requiring the expenditure of AP through the purchase of exploration tickets and certain skills, offers a more efficient way to collect valuable resources. These resources can be utilized in various ways - players can either sell them on the Equinox marketplace for AP or use them for crafting in-game items. Crafting opens up additional opportunities for players to earn rewards or generate income by selling their crafted materials on the secondary market for WAX.

Passive Gaming

Aphelium provides players with the opportunity for passive earning. While players or other users actively work on lands, the landowners can enjoy the benefits of passive income. As players work on their land, the resources are deposited into the landowner's chest. The amount of resources collected by the land is based on the percentages assigned to each land. Similarly, when a player explores a land, the landowner receives a cut of the resources obtained during the exploration. The percentage of this cut is determined by the rarity of the land.



Marketplace (Equinox):

Equinox serves as the in-game marketplace where players can trade raw resources. Listing items is free, but delisting involves a fee. Skills are required to utilize the marketplace.

Alien Encounters:

Players can encounter aliens during exploration, significantly enhancing the gaming experience. The aliens - both friendly and hostile - ask for resources. Meeting their demands leads to rewards or penalties, depending on the alien's disposition. This dynamic creates a resource sink and allows us to control inflation by adjusting tasks based on player behaviour.



Refining & Crafting

In the near future, we will introduce buildings that allow players to refine their raw resources that they gather from their lands. Also, players can craft resources and mint them as NFTs for sale on the secondary market.

Spaceships & Harbours:

In the near future, players will have the opportunity to own spaceships and harbours for working or exploring specific lands. However, owning a harbour requires a rarer tier land.



Achievements:

We've implemented a rewarding achievement system to encourage continuous engagement.

Combat:

We're also excited about the future introduction of combat mechanics, further increasing the strategic element of Aphelium.



Town Center (Land 0):

We have a central hub, Land 0, akin to a town center where wallet interactions, NPC interactions, and other player interactions take place. Land 0 will house various buildings, and major actions will require visits to this place.

In short, Aphelium offers a comprehensive and engaging gameplay experience that dynamically integrates with Discord and utilizes a variety of unique gameplay mechanics. We continually strive to expand and improve our game, ensuring a captivating experience that grows alongside our community.

Social Mining and Player Engagement Mechanics

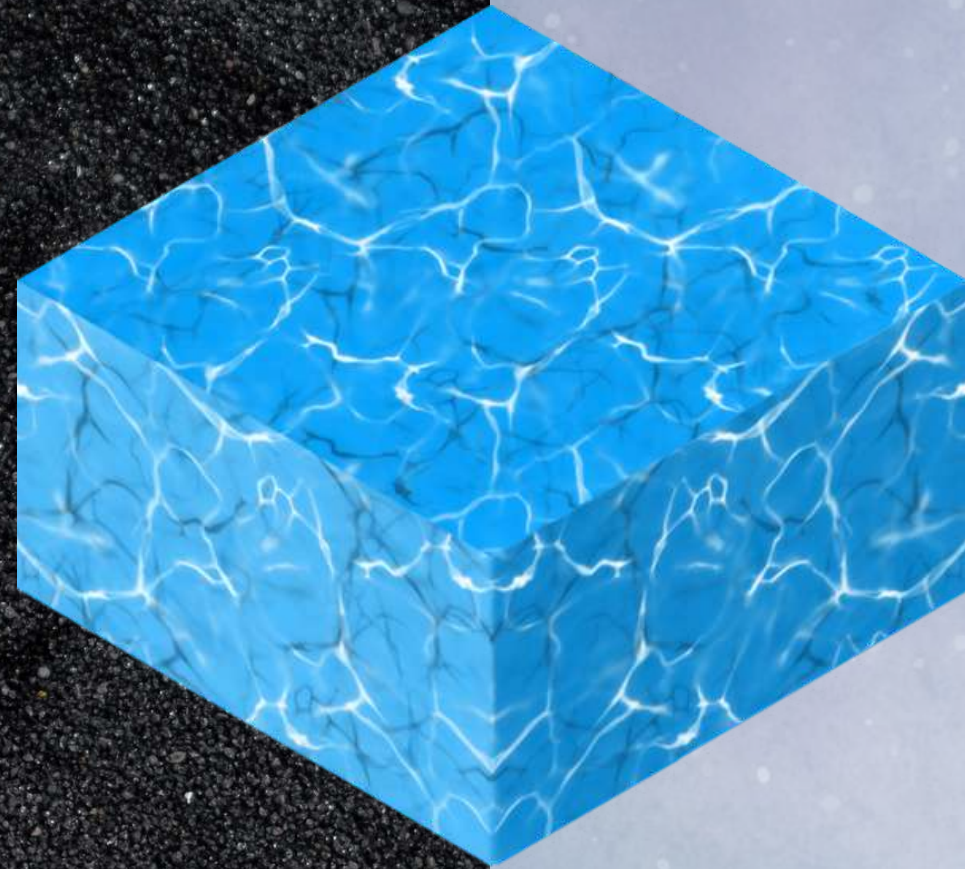


Aphelium's game design acknowledges that every player brings their own unique value to our community. We reward active participation and contribution in diverse ways, creating an inclusive environment that appeals to all player types.

First Engager Free Land:

In recognition of early supporters, we've reserved free land for our first 100 engagers. These early adopters will be awarded the "OG" and "Early" roles and will receive a free land NFT upon the launch of our mainnet. To qualify, these players need to reach level 10 in our Discord chat and invite three friends to join our community. We have allotted 50 "OG" roles (which come with a free land NFT and a discount on potential future land claims) and 50 "Early" roles (which grant a free land NFT).

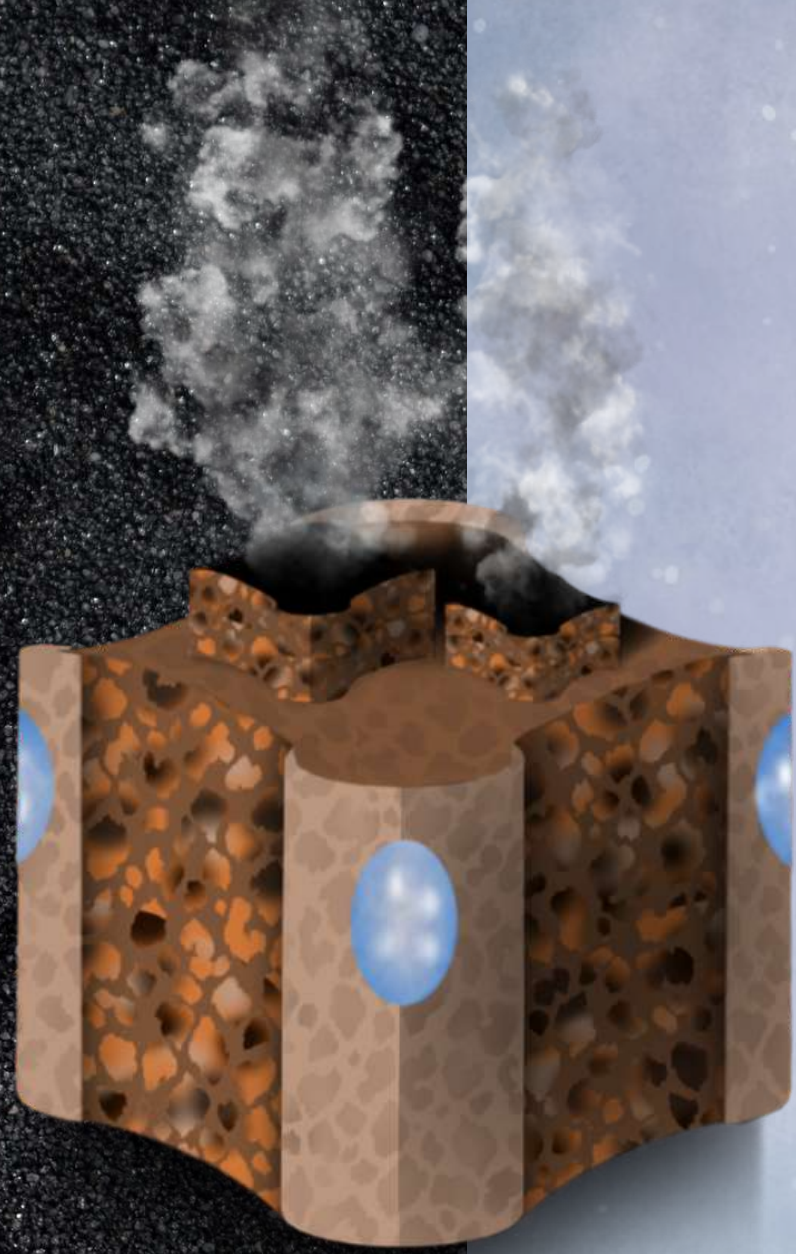
Social Mining and Player Engagement Mechanics



Energy Badges: Through active engagement within the community, players can earn Energy Badges. The energy earned from these badges can be utilized for various in-game activities, providing players with greater opportunities for gameplay and progression. This mechanism rewards those who contribute to the community conversation, as their chat XP directly translates into tangible, in-game advantages.

Discord XP Rewards: Players can earn NFTs simply by participating in Discord chats. Every level achieved on Discord is recognized and rewarded, encouraging vibrant community interaction. This XP system is especially beneficial for players who may be less socially outgoing but contribute in other significant ways, such as making quality suggestions or identifying bugs.

Social Mining and Player Engagement Mechanics



Crew3 Social Mining: We conduct social mining activities on Crew3, rewarding NFTs each season to top participants. In addition, players earn smaller NFTs for every 100 points they accumulate. These points can be earned through a variety of activities, including Discord activities, social media tasks, content creation, influencing others, and more. The NFTs won through social mining can be used in the game or sold on the secondary market.

By providing a variety of ways for players to earn rewards, Aphelium ensures a balanced economy that values both time and financial investment. Our goal is to create a thriving, inclusive community where every player feels valued and has a path to success.

Business Model



Aphelium is designed around a hybrid business model, combining Play-to-Earn (P2E) and the freemium model while leveraging blockchain technology. Our goal is to create a sustainable economy that caters to players with different resources - time and capital.

Freemium & Play-to-Earn: The base game is free to play, allowing players to engage with the game and community without a significant upfront financial commitment. Players can invest their time to earn in-game rewards and assets. This allows us to attract a wide range of players, from casual gamers to those who wish to invest more time and money.

NFT Sales: We sell in-game assets in the form of Non-Fungible Tokens (NFTs). This includes lands, resources, and special items. Our tiered land structure, rarity of certain assets, and planned expansion of mechanics like combat and space travel drive the desirability and value of these NFTs.

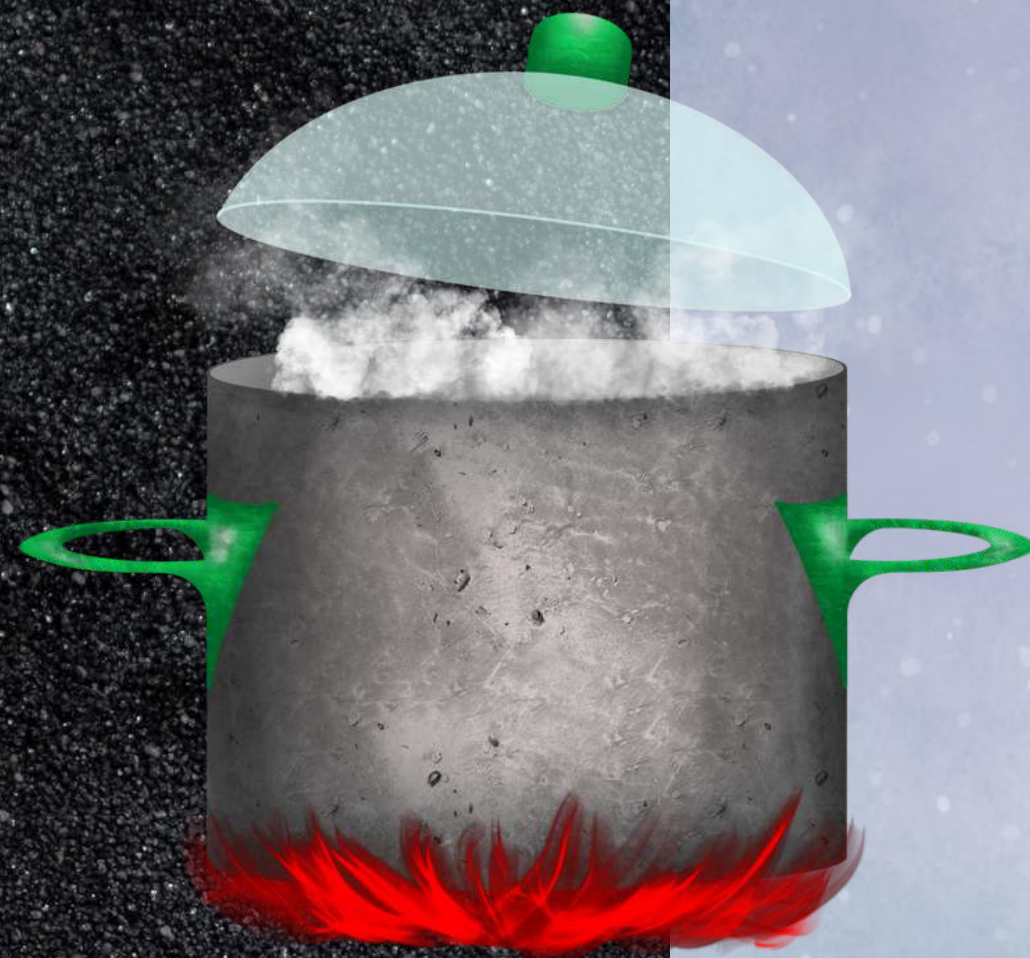
Business Model



Secondary Market Transactions: Players can also sell or trade their NFT assets on the secondary market. A percentage of these transactions contribute to the game's revenue.

Sustainable Player Economy: Our unique game mechanics encourage continuous player engagement and transactions, such as resource extraction, crafting NFTs, market interactions, encounters with aliens, etc. This ensures constant activity and transactions within our ecosystem, fostering economic sustainability.

Partnerships & Integrations: In the long term, we see the potential for partnerships with other Discord servers and even integration of our Discord bot in these communities. This could become another source of revenue, depending on the specifics of the partnerships.



Social Mining & Discord Activities:

We award NFTs for a variety of discord activities and social mining tasks, creating another player-driven aspect to our economy. This not only increases player engagement but also encourages organic marketing of the game.

Overall, Aphelium's business model is focused on creating a balanced in-game economy that is both player-friendly and economically sustainable. By rewarding players for their contributions - both in time and capital - we aim to maintain an engaged and active community, driving the long-term success of the game.

Monetization Strategy



Our primary sources of revenue are from the sale of in-game assets (NFTs), transaction fees on our in-game market, and potentially from partnerships with other platforms.

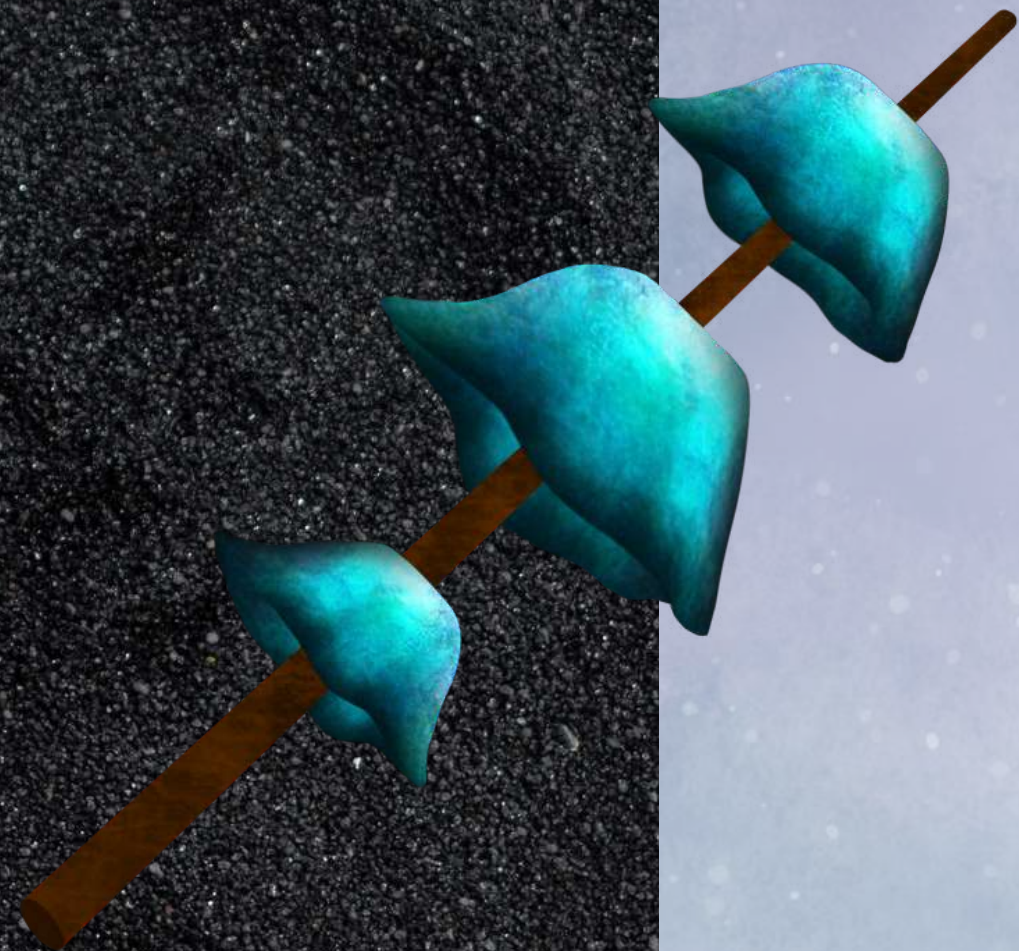
NFT Sales: The sale of in-game assets such as land, resources, and special items form the core of our monetization strategy. These assets are sold as NFTs and their values are expected to appreciate over time due to our designed rarity system and ongoing game development.

Secondary Market Transactions: When players sell or trade their NFT assets on the secondary market, we collect a percentage as transaction fees.

In-Game Advertising: We offer advertising spots on 'Land 0', our game's central hub. This high-visibility location ensures maximum exposure for advertisers, generating another stream of revenue.

Sponsorships & Partnerships: Future partnerships and integrations with other platforms, especially Discord servers, can provide another revenue stream.

Future Expansion and Scalability



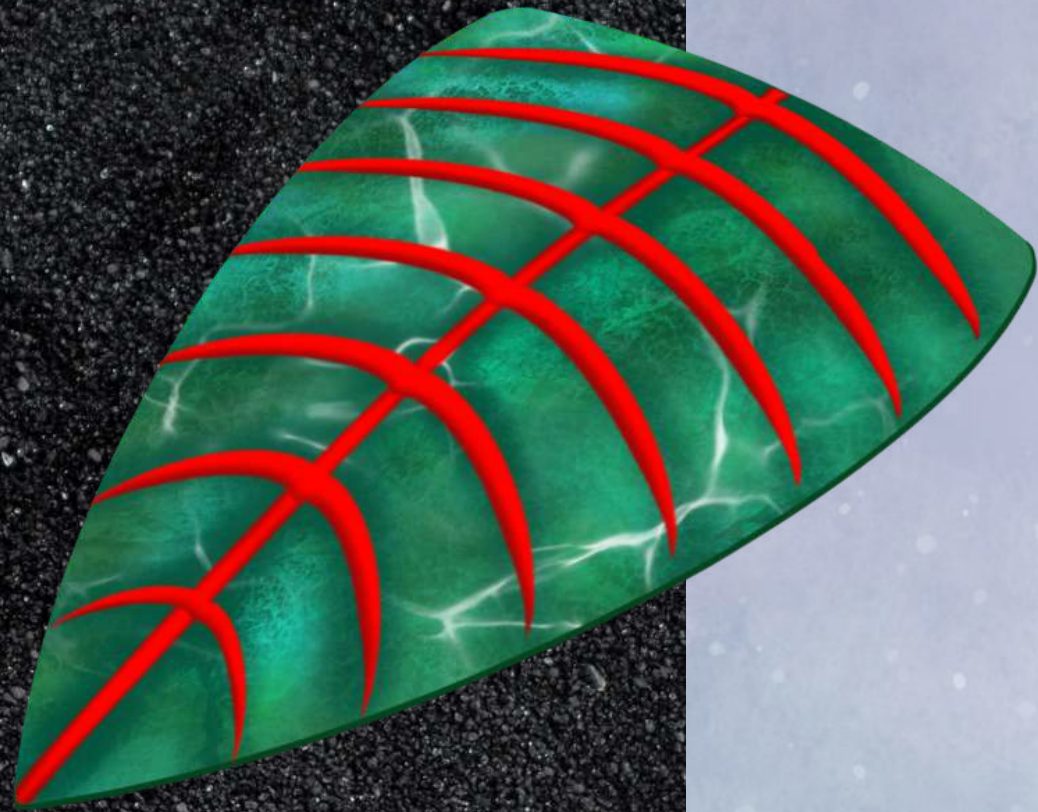
We have designed Aphelium with scalability in mind. Our roadmap includes new features and mechanics that will not only enhance gameplay but also create more opportunities for player investment and engagement.

Gameplay Expansion: We are planning to introduce combat mechanics, building structures, spaceships, and more, providing additional avenues for players to engage and invest in the game.

Integration Opportunities: Aphelium's bot has potential for use in other Discord servers, broadening our reach and potentially serving as a revenue source.

Community Development: We are committed to developing and expanding our community. This includes continued reward for engagement, high-quality content, and a welcoming environment for new players.

Marketing Strategy



Social Mining & Community Engagement: We use social mining to organically grow our player base. By rewarding players for their engagement, we encourage them to share and promote Aphelium within their circles, creating a viral growth effect.

Influencer Marketing & Partnerships: We are considering collaborations with influencers in the gaming and blockchain space to promote Aphelium. Additionally, partnerships with other Discord servers could increase our visibility.

Quality Content & SEO: We plan to produce high-quality content about our game mechanics, updates, and player stories to engage our community and attract new players. SEO will be optimized to ensure we appear in relevant search results.

User Acquisition and Retention



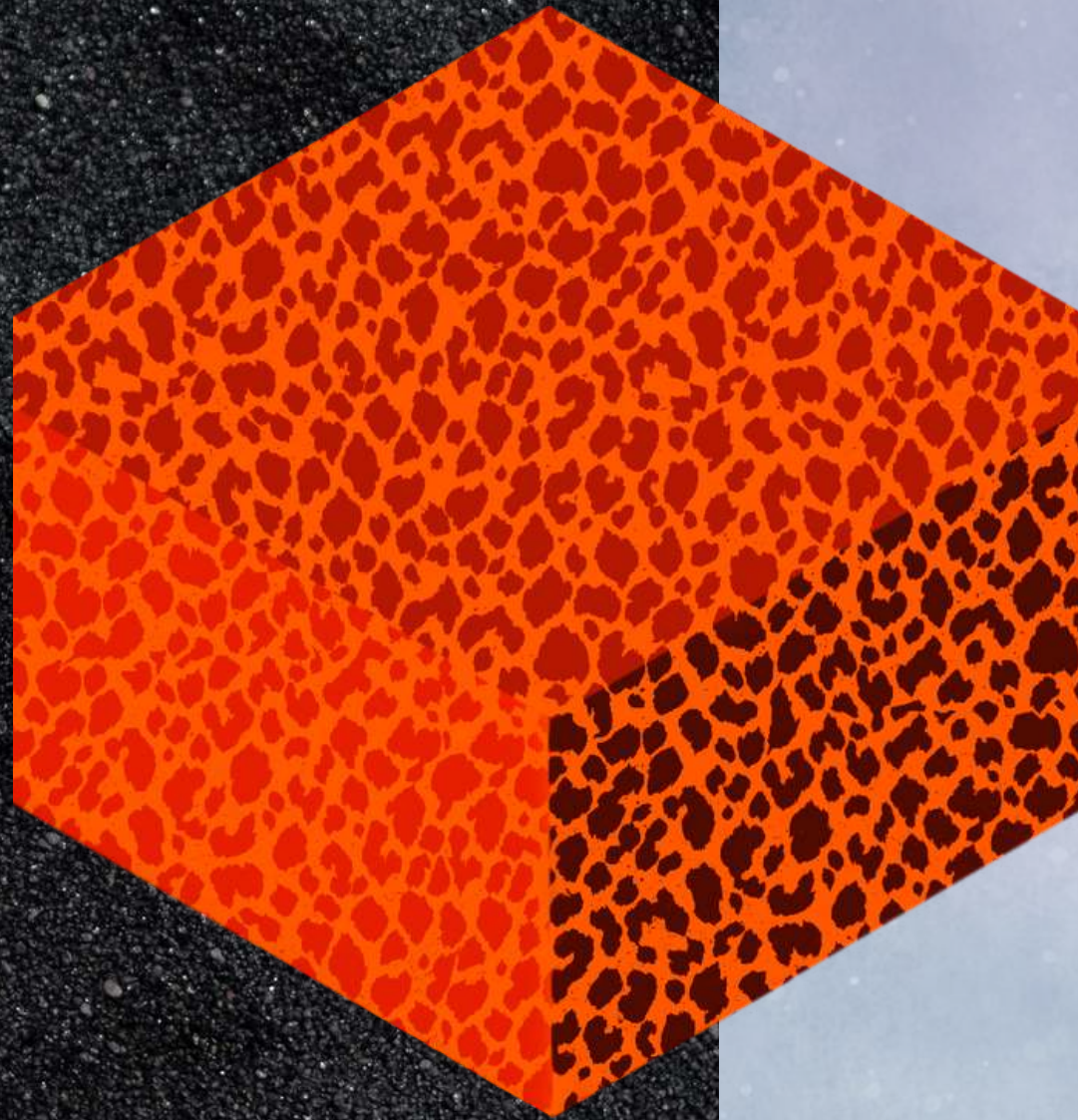
Our user acquisition strategy primarily involves leveraging the strength of our community, strategic partnerships, and incentivizing in-game activities.

Social Mining & Community Engagement: By rewarding players for social activity and engaging with our game, we naturally encourage our players to invite friends and acquaintances to join Aphelium.

Partnerships & Collaborations: Strategic partnerships with other platforms, particularly Discord servers, could increase our visibility, leading to new user acquisition.

Incentives & Rewards: Our in-game rewards system serves as a great incentive for new players to join and keep playing. With both passive and active income possible, Aphelium appeals to a wide range of potential users.

User Acquisition and Retention



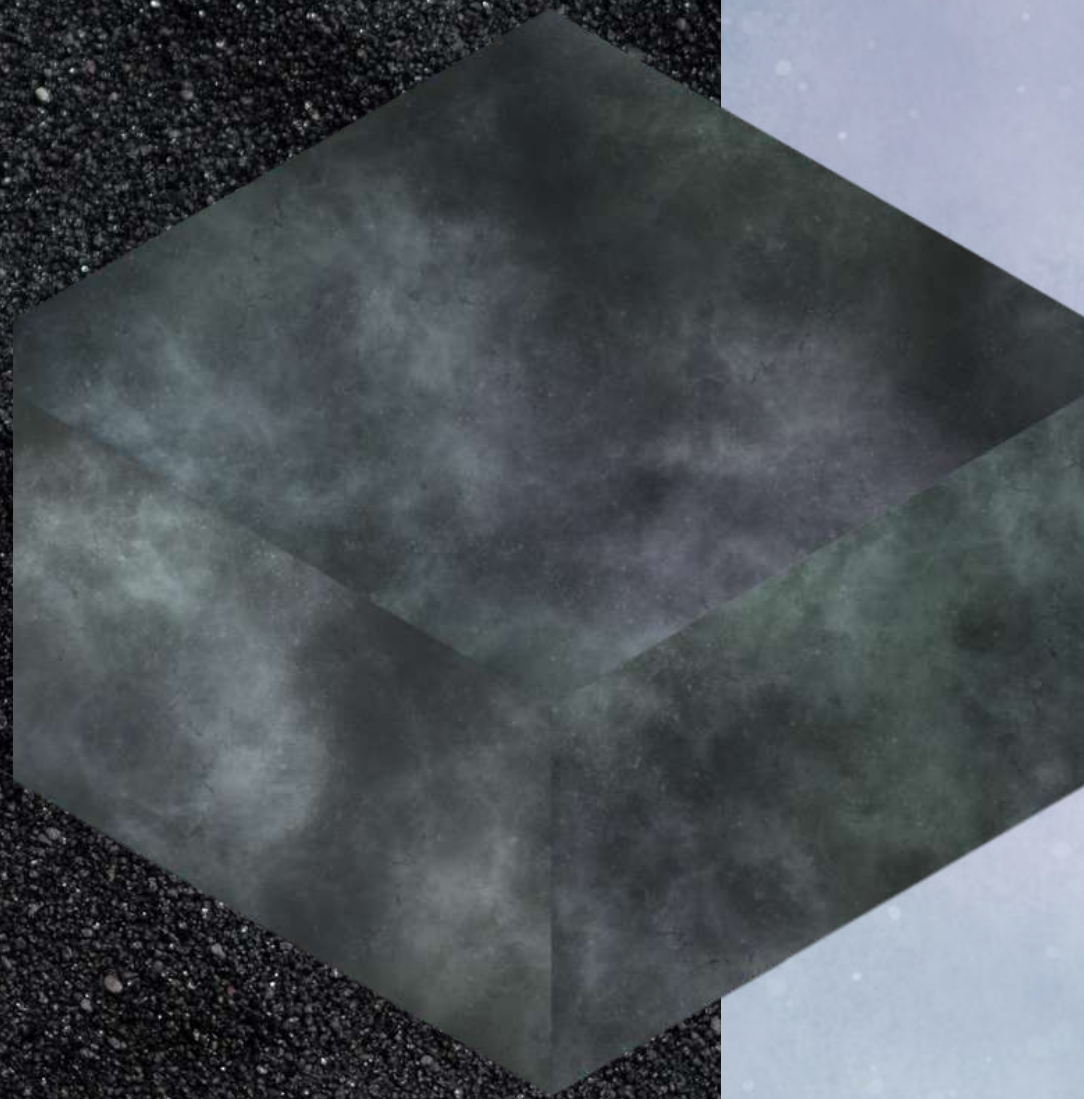
For user retention, we focus on continuously improving the user experience and adding new, exciting features to our game:

Continuous Development: Regular updates and introductions of new game mechanics keep the game fresh and engaging.

Community Development: We foster a vibrant and supportive community that encourages player interaction and engagement.

Rewards & Recognition: Regular in-game rewards and recognition for achievements encourage ongoing engagement.

Community Engagement



Community engagement is at the heart of our operations. We encourage and reward active participation within our game and on our Discord server. Our social mining activities, Discord XP awards, and various in-game incentives are all designed to enhance community interaction and foster a strong sense of camaraderie among players.

Meet The Team



Andy - Cofounder and Dev

Passionate, workaholic, technology, blockchain and video game enthusiast.

I started coding my first website and learning digital graphic when I was 15, I am now a full stack developer with experience in web development, smart contracts development, linux sys administration, mobile app development and more. My gaming journey started on a Commodore Amiga 3000 and landed lately in the P2E games. Fascinated by how the amazing technology of the blockchain can be used in this context and by the will to start my very own project and business, I decided to develop Aphelium. I take care of all the development part of the website, the discord bot, discord administration and smart contracts. If you see some funny messages in the UI, it's gonna be me enjoy coding!

Juls - Cofounder and Artist

Friendly, filled with life, positive, drawing addicted, Chappie minigames lover.

I started drawing since I can remember, it was my escape valve. I have drawn everywhere: paper, napkins, walls - for my mother's joy. Started studying graphic design and communication, I have now 10 years of experience in logo design, business cards and flyers creation, tattoo drawings and more, creating the graphics mostly by hand. As a videogame and sci-fi enthusiast, driven by the will to use my art to create something from scratch, I decided to create Aphelium. I take care of the game assets, NFTs artworks, design documents and website design. If you find me on stream, I'm probably playing Chappie minigames



Myrtaceae- COO and Community Manager

Learning-addicted, sociable, and dedicated to evolution

My journey kicked off in an unexpected corner - creating unique, handmade jewelry. This love for singularity led me naturally to the digital uniqueness of NFTs and Play-to-Earn games. I've spent the last three years exploring and working in this space. Always being the one who loves to get under the hood of games, I've been living a dream since landing a role a year ago where I'm involved in designing the mechanics. When I'm not deep in operations, you can bet I'm plotting fun events to help you snag your NFTs quicker and with a big grin.

Emerald-Community Lead

Friendly, approachable, and sociable individual with a deep interest for cryptography, NFTs, and gaming.

Having worked as a salesperson and entrepreneur, I possess the skills to drive sales and provide value, while understanding the significance of building strong relationships and trust with customers. Ensuring high product quality is one of my top priorities. With twenty years of gaming experience and a wealth of business and social experience, I bring a unique and creative perspective to the development of Aphelium. I strongly believe that blockchain technology is at the forefront of the future, and integrating it into gaming is the key to progress. I'm always active in the chat, happily sharing exclusive insights and unreleased game assets, as well as engaging in casual conversations. As someone with insider knowledge about Aphelium, I can't resist sharing secrets. After all, what's the worst that could happen?

Yekoner- Marketing Manager

Engineer, scholar, and geek at heart, with a gamer's spirit and a deep admiration for blockchain technology.

My love for video games ignited at a young age, leading me down the fascinating rabbit hole of MMORPGs. Making real money while immersed in these virtual realms was more than just fun - it sparked a lifelong passion. As technology evolved, so did the concept of earning while playing, reaching new heights with the advent of Play-to-Earn (P2E) on the blockchain. Having been a user since my earliest gaming days, I couldn't resist the call to contribute from the other side. For the past three years, I've been working with various projects, pouring my energy into the P2E industry. But Aphelium, our latest venture, holds a special place in my heart.

Investment Proposal:

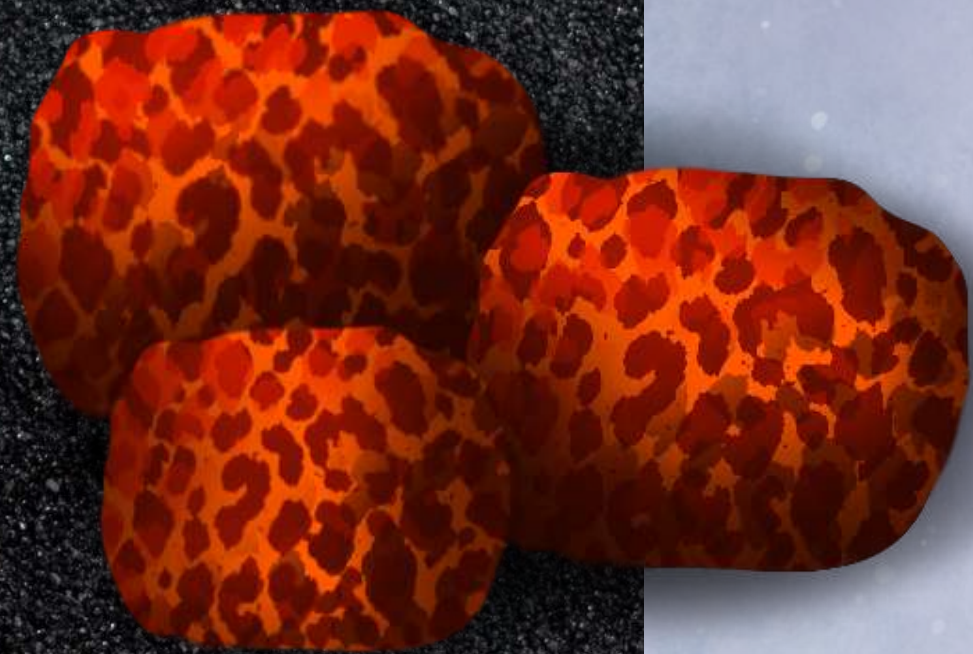


Our primary sources of revenue include in-game asset sales, transaction fees on the secondary market, and in-game advertising. Given the growth of the Play-to-Earn (P2E) market and the rising popularity of Discord as a gaming platform, we anticipate a strong positive trajectory for Aphelium's financial performance.

We aim to raise \$10,000 in our initial investment round, with investors receiving a suite of benefits including Boosted Reputation & Visibility, Special Giveaways, Custom NFTs, Investor Recognition, Billboard Ads, and Exclusive Placement on 'Land 0'. Further, investors will be entitled to 5% of our sales profits, establishing a lucrative long-term return on their investment.

This funding will primarily be used for product development, marketing, and user acquisition, setting the stage for a self-sustaining Aphelium ecosystem.

Founder Tokens



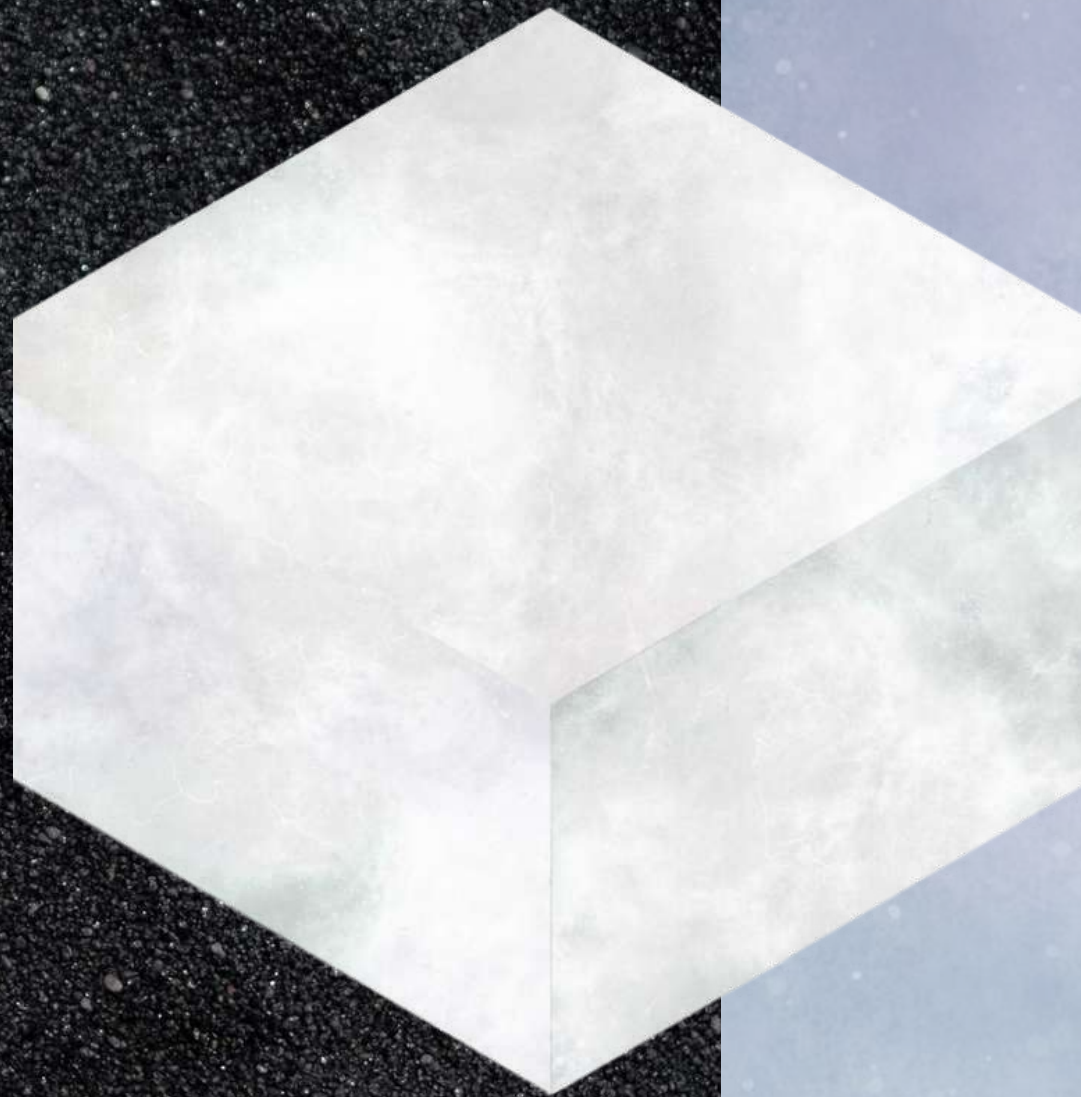
Founder Tokens as NFTs

As part of the investment model, we are offering an exclusive series of Founder Tokens, each with their own tier of investment, reward, and unique color: Bronze, Silver, and Gold. The tiers include:

- 100 Bronze tokens valued at \$10 each**
- 20 Silver tokens valued at \$100 each**
- 5 Gold tokens valued at \$1,000 each**

These tokens hold a pro-rata share of the 5% profit stake we're offering from our total sales, which will include the forthcoming land sales and all other subsequent sales. The allocation of shares will be determined by the value of the tokens staked by the investor, with returns automatically calculated based on this stake.

Founder Tokens



To qualify for the dividends, investors are required to stake their Founder Tokens by the 15th of each month. This activates their eligibility for the monthly profit share, which will be delivered automatically on the 15th of the following month. Investors should note that unstaking their tokens before the end of the month will make them ineligible for that month's profit share. However, these benefits are not seasonal or temporary; as long as investors maintain their monthly staking and retain their tokens without selling, they will continue to enjoy these benefits perpetually, providing a recurring revenue stream in addition to the potential appreciation of the token value itself.

Investor Benefits

Investing in Aphelium's Founder Tokens not only provides a unique opportunity for financial gain but also confers a suite of lifetime benefits, subject to maintaining monthly staking. Each level of Founder Tokens offers unique perks:

Investor Benefits



Boosted Reputation & Visibility: As an early investor, your support will be crucial to our success. We'll reflect this in our advertisements and promotional materials, helping to bolster your reputation and visibility.

Special Giveaways: Aphelium is designed to be an engaging and rewarding experience for all involved. This includes special giveaways tailored for your community.

Founder Token Holder Giveaways: Giveaways that are exclusive for founder token holders

Custom NFTs: We're designing custom NFTs for your project. These will feature your logo, providing a unique and highly visible representation of your investment.

Investor Benefits



Investor Recognition: Your name will be proudly displayed as an investor on our website and within our game, ensuring everyone knows about your crucial early support.

Advertising Spots on Special Lands: As we add building features to our game, you'll be featured in specially created land NFTs, providing another channel for increased visibility.

Exclusive Placement on 'Land 0': This is a special place in our game that all players will visit. Your name will be one of only ten spots on the wall here, making it a highly exclusive privilege.

Investment Tiers



Bronze Tokens (\$10 each):

- Holders of Bronze Tokens will receive a share of the profits based on their staked tokens.
- Exclusive access to the Aphelium ecosystem with 1 ticket for token holder giveaways.

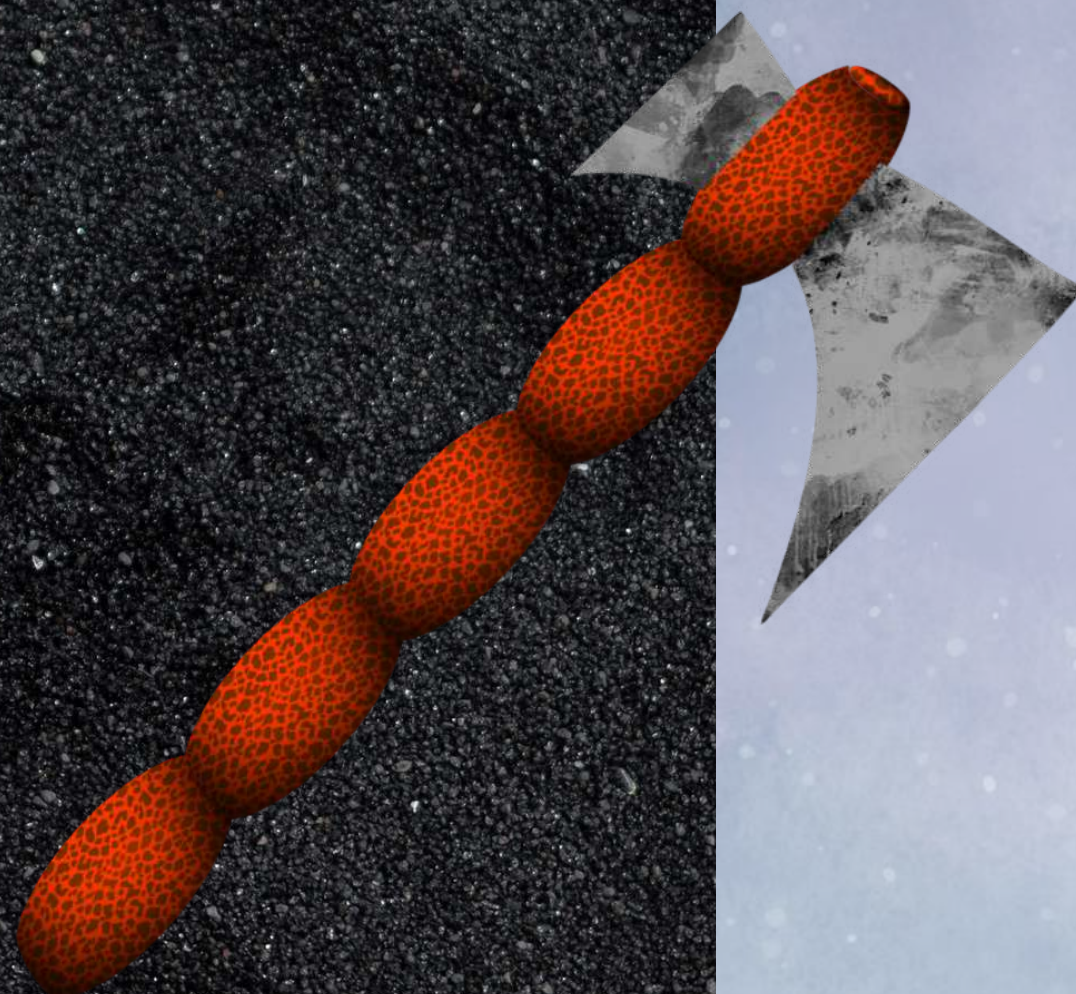
Silver Tokens (\$100 each):

- In addition to a share of the profits based on their staked tokens, Silver Token holders will enjoy an enhanced presence within the Aphelium community.
- They will receive 10 tickets for token holder giveaways and will be recognized for their significant contribution to Aphelium, boosting their reputation within the community.

Gold Tokens (\$1,000 each):

- Gold Token holders will receive a share of the profits based on their staked tokens and will enjoy the full suite of benefits and recognition.
- They will receive 100 tickets for token holder giveaways, ensuring the highest level of engagement with the Aphelium community.
- Their investment will be highlighted through boosted reputation & visibility, advertising spots on special lands, and an exclusive placement on 'Land 0', among other perks.

Equity Stake and ROI



By becoming an investor in Aphelium, you aren't merely acquiring equity, but a stake in a thriving and burgeoning digital economy. With our target investment of \$10,000, we propose a 5% share of all our sales profits, which includes the upcoming land sales and any other sales thereafter. As the Aphelium community grows and transactions within our in-game economy increase, your ROI can be expected to grow proportionately.

Conclusion



Aphelium represents a new frontier in the play-to-earn space, built on robust, engaging mechanics, an inclusive community, and a sustainable economic model. Your investment is not just about the immediate perks; it's also a stake in our future. We invite you to be a part of this journey, to shape the future of gaming, and reap the benefits of being an early investor in an exciting venture. We look forward to answer any questions you may have.



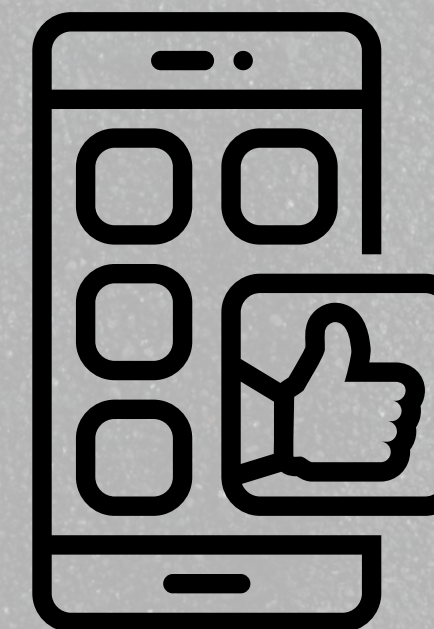
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